

# Transportation Demand Management (TDM) Quick Primer

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## Why Transportation Demand Management (TDM)?

Travel issues in Boulder cannot be solved solely by expansions in infrastructure – be it roads, buses, or other similar services. Simply *providing* options is the start of the process; *developing* a desire to use the services is the logical next step to truly begin to manage traffic in Boulder.

TDM endeavors to influence travel decisions by providing a menu of travel options to all types of travelers. A combination of financial incentives, cost savings, education, pricing, and travel services (such as transit), presented as an integrated TDM program, gives drivers a reason to use a different way to travel.

## What is TDM?

TDM is a set of strategies for managing the demand placed on the transportation system. It is a term that has been applied to a range of actions that are directed at encouraging the use of all travel options. TDM is not providing actual facilities or infrastructure (such as bus stations, roads, new bus routes, etc.), but rather, enhancing and managing the use of existing and new infrastructure investments.

TDM supports the use of core alternative transportation modes:

- Carpooling: two or more people traveling in a car
- Vanpooling: eight to 15 people traveling in a van
- Transit: promotion of transit services through TDM
- Bicycling and Walking
- Teleworking: working from home and teleconferencing

## What are TDM strategies?

TDM strategies, such as parking management, rideshare matching, marketing and promotions, incentives and subsidies, and other services, are used to extend the effectiveness of the core modal strategies. For example, financial incentives can be used to encourage vanpooling at a particular worksite or area. The use of support strategies can double, triple, quadruple, and in some cases, quintuple the effectiveness of the core TDM strategy, depending upon the exact package of strategies.

TDM strategies include:

- Parking management and parking fees
- Employee Transportation Coordinators at area employers
- Rideshare matching
- Incentives and subsidies
- Marketing and promotions
- Guaranteed Ride Home
- Intelligent Transportation Systems
- On-site Information and Amenities
- TDM-friendly site design

TDM strategies manage the demand for transportation infrastructure and the use of modal options by using potential positive and negative incentives:

Possible Incentives and Strategies to Manage Modal Use		
Positive Incentives		Negative Incentives
Bike / Transit Integration	Carsharing	Fuel Tax increase
Commuter Benefits	Flexible Work Schedules	Parking Pricing / Management
Location Efficient Mortgages	New Urbanism	Road Pricing
Park-n-Rides	Pay-as-you-drive Insurance	Vehicle Use Restrictions
Bike / Walking Improvements	Ridesharing	
School Trip Management	Shuttle Services	
Marketing	Telework Promotion	
Transit Enhancements	Site Design	
Transit Oriented Development		

### How effective can TDM be in reducing the number of those who drive alone?

Each TDM strategy has its own inherent opportunities and limitations. In general, TDM strategies complement each other – for example, parking management helps encourage all core TDM options. In some situations, support strategies will only aid a few core TDM strategies.

Generally, TDM effectiveness can be summarized by the application of packages (per worksite). These are national effectiveness averages, as estimated by a *reduction in single-occupant vehicle use per worksite* in favor of the selected mode. Generally, packages are not cumulative, as the various TDM strategies employed at different levels of implementation will be somewhat repetitious. However, economies of scale also will enhance complementary modes.

Mode	Basic	Enhanced	Aggressive	Mode	Basic	Enhanced	Aggressive
<b>Carpooling</b>	1-5%	3-12%	15-25%	<b>Vanpooling</b>	1-2%	2-3%	5-10%
<b>Transit TDM</b>	1-4%	4-6%	7-15%	<b>Bike / Walk</b>	1-2%	2-6%	4-9%
<b>Telework</b>	5-10%	7-20%	15-25%				